

The New Personal Touch

Looking at everyone and everything through the phone or email is only numbing your perception – it does not really enhance your experience of life in any way. Albert Einstein said, “I fear the day technology will surpass our human interaction.” Technology, especially social media, has transformed our daily lives- adding a brand new and often much more complex dimension to our interactions.

Although technology has facilitated the ease of our connections, there is a flip side. Studies have shown that there is an inverse relationship between individuals. And we are only just beginning to understand its true impact on our lives.

E- Rotary Clubs have tried to add a new dimension to the social lives and service attitude of its members. It has created an entirely new category of social ties. If someone saw your profile on social media would they form a similar impression of you as if they met you in person? There is a high degree of possibility if you are liked on the basis of your profile you are also liked when they meet you face to face. One criterion people use to make these judgments is social expressivity. The more socially expressive people were in person and online, the more people who viewed their profile or talked with them liked them.

People with low self-esteem are often hesitant to join Rotary clubs and disclose information about themselves to others and thereby form social bonds. They can see E Clubs as a safe and desirable outlet for disclosure. An E-Club member may not always be a friend you have met in person. Hence privacy and safety concerns can arise. This may also affect how we see ourselves in comparison to others. Spending time on e - mails with others can be associated with thinking that other people are living happier and better lives you and this is especially true for those who include people they have not met personally. Hence the need to find newer ways for personal contact becomes important.

Social media have become the new way to keep in personal touch. This is the ‘new’ way of keeping in touch amongst people. However, for a strong Rotary movement there seems to be no substitute for periodic face-to-face meetings amongst members.

Few things help an individual more than to place responsibility upon them and to let them know that you trust them. Trust amongst members is the basis of Rotary and this can happen only when you physically shake hands.

With warm regards

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